

# Highlights from the Rhode Island Foundation 2017 Donor Perception Report (DPR)

Adapted from key findings prepared by The Center for Effective Philanthropy

*The Rhode Island Foundation contracts with The Center for Effective Philanthropy (CEP) every few years to conduct an in-depth anonymous survey of our donors so that we may obtain a greater understanding of their values, their relationship with the Foundation and, ultimately, how we can strengthen our work for the greatest benefit of the community. CEP conducts similar surveys with donors to 70 community foundations around the country which enables comparison of results across foundations.*

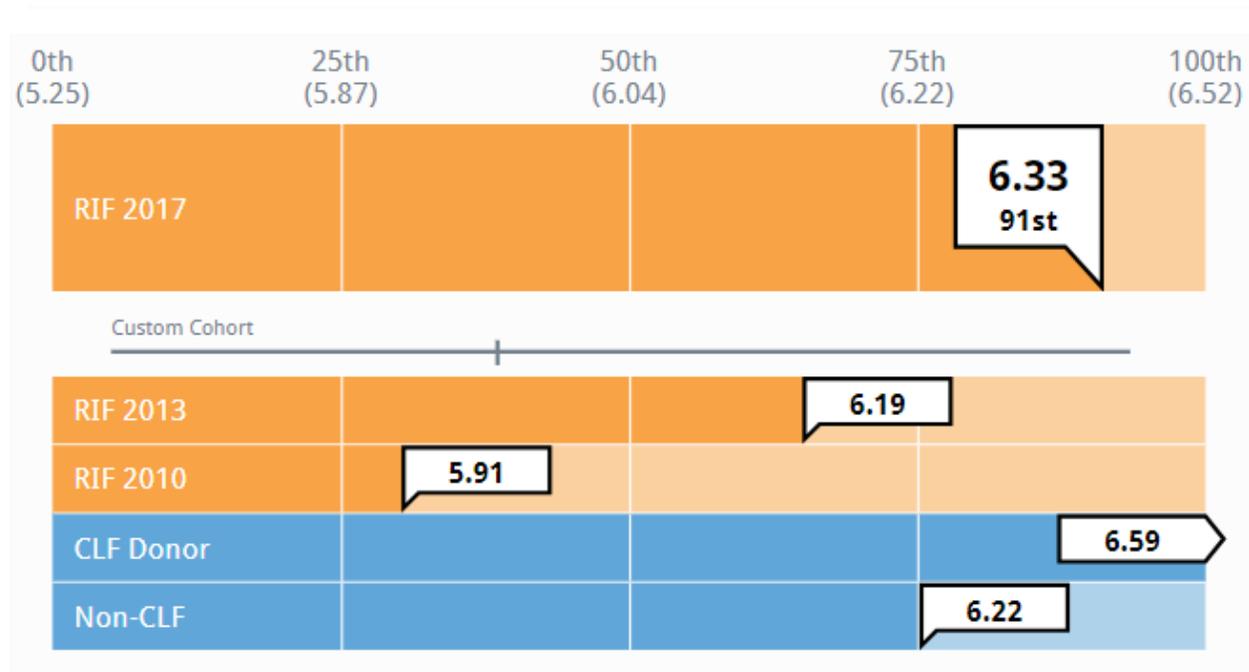
In summary, this year's survey revealed that perceptions of donors to the Rhode Island Foundation are more positive than donor perceptions at other community foundations in CEP's dataset. Many ratings are significantly more positive than Rhode Island Foundation donor responses to the same questions in 2010 and 2013. Highlights from the report are presented below.

## Overall Satisfaction

Importantly, the Rhode Island Foundation receives higher than typical ratings for donors' overall satisfaction. This year's rating average of 6.33 is also a significant improvement from 2013. Donors to the Civic Leadership Fund (CLF) expressed the highest satisfaction with the Foundation. Donations to CLF enable immediate use of funds, allowing us to seize fresh opportunities, meet emerging challenges and advance our work as a connector and a convener.

***"Please rate your overall satisfaction with the Foundation."***

*1 = Not at all satisfied, 7 = Very satisfied*



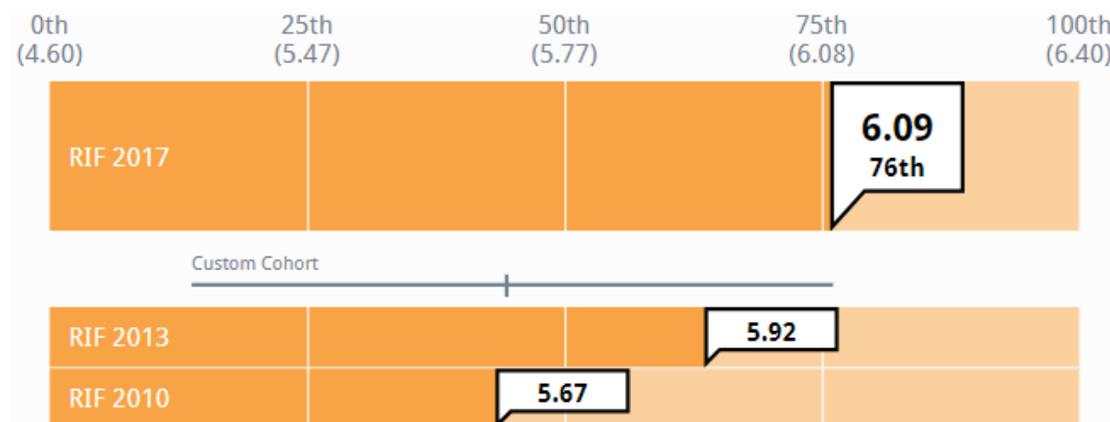
Note on graph interpretation: The Rhode Island Foundation's percentile rank is displayed relative to the overall dataset of 70 foundations (orange bars) and to a "custom cohort" (grey line). The custom cohort refers to 15 community foundations that are similar to the Rhode Island Foundation, such as by endowment size or geography within the northeast/New England. The average response in the custom cohort is displayed by the grey tick mark.

## Growing Strength in Rhode Island Foundation’s Impact on and Leadership in the Community

Donor feedback highlights strong community impact and leadership at the Rhode Island Foundation. Donors rate the Foundation higher than typical and higher than in 2013 for its impact on and leadership in the community (6.09 and 6.25, respectively).

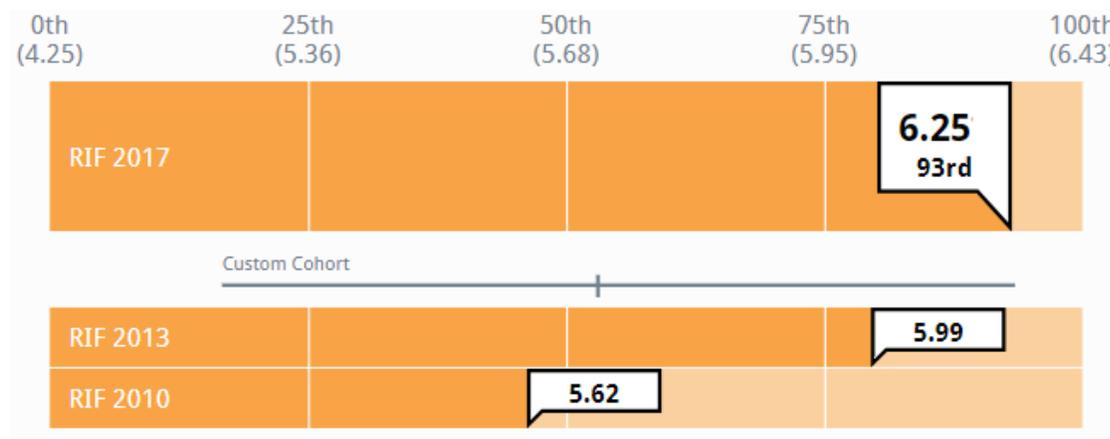
### “To what extent is the Foundation making an impact on the community?”

1 = No impact, 7 = Significant positive impact



### “To what extent is the Foundation exhibiting a leadership role in the community?”

1 = Exhibits little or no leadership, 7 = Exhibits strong leadership



Valued Aspects of the Rhode Island Foundation

93%

of donors satisfied with RIF's  
integrity and trustworthiness

84%

of donors satisfied with the  
Foundation's leadership in the  
community

88%

of donors satisfied with the  
quality of RIF's staff

*“The Rhode Island Foundation has its **finger on the heartbeat of the state and communities** and it puts an **action plan into place.**”*

*“The [Foundation’s] reputation as a **competent steward** concerned with opportunities to **influence positive change** in Rhode Island is **solid** and well understood.”*

## Recommendations from CEP

- › **Maintain and build** on the Foundation's **strong leadership role** in and impact on the community.
- › In light of donor interests in partnership with the Foundation, consider how communications and interactions can **further accommodate donors' preferences**, and, specifically, **consider opportunities for more engagement**.
- › Seek to **increase awareness and visibility** of the Foundation in the community.
- › As strategies to ensure **continued giving** to the Foundation, mobilize currently satisfied donors to **share their experiences giving through and working with the Foundation** with their friends and colleagues.



THE CENTER  
FOR EFFECTIVE  
PHILANTHROPY